

**The
IBM Correcting
"Selectric" III
Typewriter.**

**Designed to give
you greater office
efficiency...
priced to give
you greater
office economy.**

IBM



The IBM Correcting "Selectric" III Typewriter.

Since its introduction, the IBM Correcting "Selectric" typewriter has been second to none.

This was the first typewriter that lifted typing mistakes cleanly off the page. Right from the keyboard. And that simple maneuver made typing history. Because it did away with erasures, correction fluid and tape. And elevated the secretary's job to new levels of proficiency.

By design, the IBM Correcting "Selectric" offered simplicity in motion. And its pleasing product was the day's correspondence typed at fast, rough-draft speed. And at day's end, paperwork could be ready for executive signature in less time. At less cost.

Productivity like this is not merely desirable. In these inflationary times, it's a necessity. So while it has always made sense to choose the IBM Correcting "Selectric," today it makes even more sense.

For not only have we improved on a superior product, we're making it easy to own one.

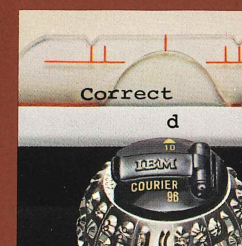
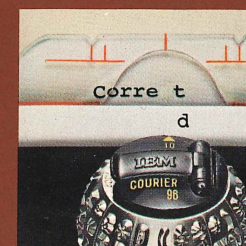
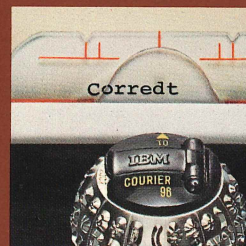
The IBM Correcting "Selectric" III is available with a trade-in allowance on whatever IBM typewriter you currently have. And the tax benefit you may gain from a new equipment investment could make your savings even greater.

The latest touch in typing.

The IBM Correcting "Selectric" III can produce crisp, clean, error-free typing the first time around. That's because it allows a typist to actually lift mistakes off the page as they occur... with a simple keyboard operation that barely breaks the typing rhythm.

When a mistake is made, simply press the special correction key to backspace to the point of error. Retype the error to lift it off the page. Type in the correction. And proceed at first-draft speed to a finished, high-quality result.

It's hard to ask more of an electric typewriter than that. But we have. From its contemporary lines to its smooth operational feel, the IBM Correcting "Selectric" III offers more than ever.



Additional features and advantages of the IBM Correcting "Selectric" III:

Single-element typing for singular results.

With the IBM Correcting "Selectric" III there are no typebars to jam or pile up. No moving carriages to contend with. Nothing to interfere with fast, almost effortless typing. And single-element typing delivers a sharp, uniform impression on the page, with accurate character alignment.

More than 20 type styles snap in and out in seconds.

Fitting a type style to the mood and purpose of your communications was never so easy. And never so adaptive to a secretary's creativity.

You can be businesslike or informal. Technical or personal. Subtle or bold. That's because there's a variety of styles for executive correspondence... statistical reports... bulletins... and almost any other need that arises. (These elements are designed to work only with the IBM Correcting "Selectric" III and IBM electronic typewriters.)

Dual-pitch gives you even greater type flexibility.

On dual-pitch models, a simple flick of a lever makes it possible to type 10 characters per inch (for impressive, easy-to-read results) or 12 characters per inch (when you have more to say in less space). And, when ordering a dual-pitch model, you get your choice of two type styles at no additional charge.

Eight colors available.

All in subtle shades to provide an attractive accent to your office decor.



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If you'd like to know more.

We'd be happy to tell you more about the IBM Correcting "Selectric" III Typewriter. At your convenience.

Just complete and return the enclosed postage-paid reply card. An IBM Marketing Representative will call to set up an appointment at your convenience. Or write to Department 804, IBM Corporation, 400 Parsons Pond Drive, Franklin Lakes, New Jersey 07417.

1 Paper-bail release lever.

Located outside the sound hood for easy access and control.

2 Expanded character set.

Standard 92-character keyboard. Optional 94/96-character keyboards are available at time of order.

3 Page end indicator.

A simple way to help ensure consistent bottom-page margins. Also serves as a paper rest for proofreading.

4 Acoustical sound package.

An optional feature that reduces noise and glare from office light.

5 Large, nonglare keys.

Provide 25% more key surface for better typing touch. Nonreflective surface helps reduce glare.

6 Lighted margin scale.

Shows at a glance, on dual-pitch models, whether the machine is set in 10-pitch or 12-pitch and where the carriage is located. It's also a visual reminder to turn the machine off when it is not in use.

7 Contemporary design.

Low, rounded corners offer stylish appearance. And reduce possibility of snagging clothing.

8 Redesigned platen knobs.

Easy to turn for precise page position.



The word "Selectric" is a registered trademark of the IBM Corporation.

Note: Because of the inherent difference between printed colors and actual case colors, the colors shown are not truly representative and are to be used as an approximate guide only.

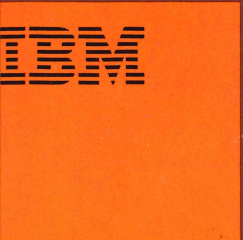
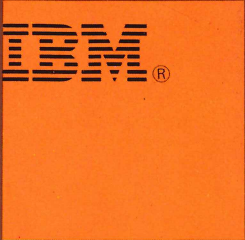
convenient
conveniently

10-pitch
12-pitch



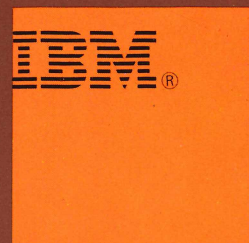
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International Business Machines
Corporation
Office Products Division

Printed in USA 381



Tell me more.

Yes, I'm interested in more information about the IBM Correcting "Selectric" III Typewriter. Please have an IBM Marketing Representative call for an appointment.

Today's date

Name (please print)

Title

Phone

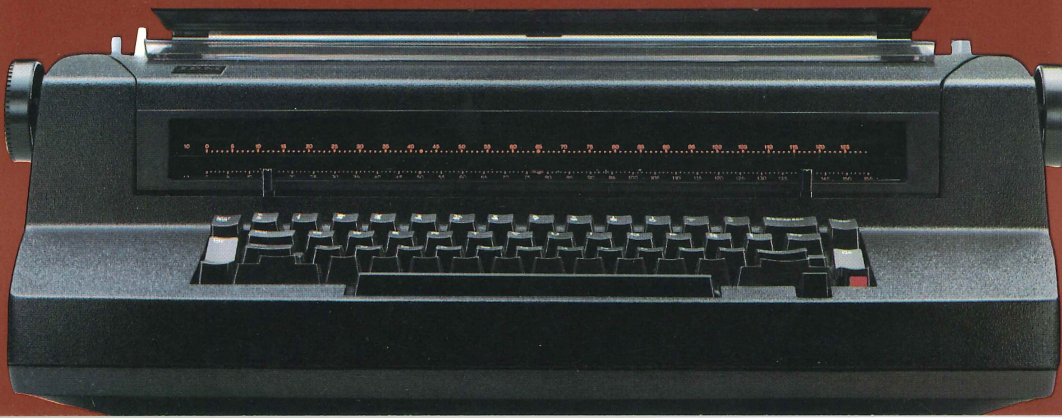
Best time to call

The IBM logo, consisting of the letters "IBM" in a bold, sans-serif font, is centered within a solid orange square.

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